

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk (rasa), harga, merek, dan kualitas pelayanan terhadap pemesanan pelanggan pada “Hidayah” catering, baik secara parsial maupun simultan. Jumlah responden sebanyak 94 responden yang dipilih menggunakan pendekatan *non probability sampling*. Adapun teknik analisa yang digunakan adalah regresi linier berganda.

Dari pengujian hipotesis secara parsial diketahui bahwa variabel kualitas produk (rasa) dan kualitas pelayanan memiliki pengaruh terhadap pemesanan pelanggan. Sedangkan variabel harga dan merek tidak memiliki pengaruh terhadap pemesanan pelanggan. Hal ini dibuktikan berdasarkan hasil uji t bahwa variabel kualitas produk (rasa) dan kualitas pelayanan memiliki nilai signifikansi dibawah 0,05 yaitu sebesar 0,000, sedangkan variabel harga dan merek memiliki nilai signifikan  $t > 0,05$ , yaitu sebesar 0,134 dan 0,489. Dan dari pengujian hipotesis secara simultan diketahui bahwa kualitas produk (rasa), harga, merek dan kualitas pelayanan berpengaruh secara bersama-sama terhadap pemesanan pelanggan. Hal ini dibuktikan berdasarkan hasil uji F memiliki nilai F hitung sebesar 80,732 dan nilai signifikansi sebesar 0,000.

Kata Kunci : Kualitas Produk (Rasa), Harga, Merek, Kualitas Pelayanan dan Pemesanan Pelanggan



## ABSTRACT

This research is meant to find out the influence of product quality (flavor), price, brand, and service quality to the customer order at “Hidayah” catering, both partially and simultaneously. The respondents are 94 respondents which have been selected by using non-probability sampling. The analysis technique has been done by using multiple linear regressions.

It has been found from the hypothesis test, that partially quality product (flavor) and service quality variables have influence to the customer order. Meanwhile, price and brand variable do not have any influence to the customer order. It has been proven by the result of the t test which shows product quality (flavor) and service quality variables have significance value under 0.05 which is 0.000, meanwhile price and brand variable have significance value is  $t > 0.05$ , which is 0.134 and 0.489. It has been found from the result of hypothesis test that simultaneously product quality (flavor), price, brand and service quality have simultaneous influence to the customer order. It has been proven by the result of F test has F count 80.732 and its significance value is 0.000.

**Keywords:** *Product Quality (Taste), Price, Brand, Service Quality and Customer Order*

